**TV EDUCATIONAL PROGRAMMES AND COGNITIVE ABILITIES OF STUDENTS OF AKWA IBOM STATE POLYTECHNIC, IKOT OSURUA**

**ABSTRACT**

The study examined television educational programmes as an instrument of improving cognitive abilities of students of Akwa Ibom State, Ikot Osurua. Mass media especially television has been major agent of socialization and education in the society through some educational programmes like Who Wants to be a Millionaire, Brain Test, Quiz T.V, Debate including government and non governmental educational organization like Universal Basic Education. Today education is not limited within teacher and taught without social environment and mass media is one such potent force in the social environment of education. Mass media prove that education is really comprehensive not confined within four walls of the classroom. Television in this modern world has really brought improvement into educational sector. However, for the purpose of this study survey research method was employed with the use of questionnaire.

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**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background of the Study**

The use of television for promoting learning or as a supplement for classroom teaching continues to attract much attention because of the major role the mass media play in the contemporary society. The instructional material which television provides is often used in the educational development of students in Nigeria (Nworgu and Nworgu, 2008). This constant use of television for instructional purpose has led to the popularization of the abbreviation, ITV (instructional television) among scholars both within and outside the country. The media have also become the recognized story tellers of the world. They have provided opportunities for governments and private organizations to push back ignorance through the promotion of learning in-formal, non-formal and informal settings. This fact was recognized by the then Western Regional Government in Nigeria when, in 1959, it started the western Nigeria television (WNTV). One of the major reasons for the establishment of the WNTV was to use television as a surrogate teacher, particularly in rural areas where government at that time lacked sufficient teaching staff to service the free education policy of the Western Regional government (Folarin, 1998). Since then, television has been used in Nigeria to supplement teaching in schools. It has contributed to the educational development of Nigerians - both children and adults (Duyile, 2007). There seems to be therefore, a relationship between education and television. Although this link is often overlooked, both still have the major goals of providing information, imparting knowledge and experiences (Iredia, 2003). The differences between them exist only by way of institutional structures, methods and emphasis but their connection seems obvious.

The broadcast media, precisely television, can be used to teach arts, drama, poetry, and music thereby improving cognitive abilities of students, and also bring inspirations of teachers, artists, and scientists into the lives of millions of students who may not have the opportunity to be members of the formal education population. It can also bring learning and knowledge to a huge number of people and thus becomes a motivation for increase in actual enrolment in many Nigerian schools. All these potentials, which abound in television as a broadcast medium, could be used to promote learning in schools. But regrettably, the potentials have not been fully utilized, the reason is not far-fetched. Many of the educational and instructional programmes in Nigerian television stations tend to have audiences that are merely passive viewers. They are passive because little contact is usually made between the staff who produce the programmes and the audiences (Okunna, 1999). One way to achieve wider participation of these audiences is to increase access to the broadcast media. This insufficient access may have been caused by lack of media infrastructure and cost of buying radio or television sets, (Sobowale, 1989). But the trend seems to have changed significantly in recent years, although the number of Nigerians who own television sets and the type of programmes they prefer is even still uncertain.

* 1. **Statement of the Problem**

With the emergence and alliance of different television stations and service providers presenting diverse television programmes, it cannot be overstated that the television has taken a center stage in our everyday activities. Television has seemingly become a very vital part of the society. Most of the educational programmes students watch on the television are entertainment related.

Television educational programmes provides direct teaching to students of Akwa Ibom State Polytechnic especially in subject areas they find challenging or where there are inadequate numbers of lecturers. Akwa Ibom State Broadcasting Cooperation- Television (AKBC-TV) and Nigerian Television Authority (NTA) Channel, are the major Television stations used to supplement classroom teaching in the state.

* 1. **Objectives of the Study**

1. To assess the impact of TV educational programmes on cognitive abilities of students in Akwa Ibom State Polytechnic and exposure to TV educational programmes.
2. To identify TV educational programmes that improve cognitive abilities of students of Akwa Ibom State Polytechnic.
3. To examine attitude of Akwa Ibom State Polytechnic student towards TV educational programmes.
4. To examine challenges of access to TV educational Programmes by students.
   1. **Research Questions**

i. What is the impact of TV educational programmes on cognitive abilities of students in Akwa Ibom State Polytechnic?

ii. What are TV educational programmes that improve cognitive abilities of students of Akwa Ibom State Polytechnic?

iii. What is the attitude of Akwa Ibom State Polytechnic students towards watching TV educational programmes?

iv. What are the challenges of access to TV educational Programmes by students?

**1.5 Scope of the Study**

The research on TV educational programmes and cognitive abilities of students of Akwa Ibom State Polytechnic covers educational programmes on different TV channels.

**1.6 Significance of the Study**

This study at the end will be important to many as it will prompt student of Akwa Ibom State Polytechnic, Ikot Osurua to watch tv educational programmes.

The study will also enlighten students in other institutions on the need to watch educational programmes.

The research would contribute to academic knowledge as it would attempt to find out the need for tv educational programmes on students’ cognitive abilities.

Finally, it is the basic criterion for the award National Diploma in Mass Communication.

**1.7 Limitations of the Study**

In the course of this research work, the following problems were encountered:

Lack of good source of research materials and inadequate finances to purchase some these materials also restricted the study. This affected the wide coverage needed for a comprehensive study of this nature.

Carrying out a good research requires a lot of concentration and time. Due to the short time allowed for this research work coupled with academic work at the same time made it impossible to reach for more detail.

**1.8 Definition of Terms**

The following terms are used in the research:

1. **Cognitive Abilities:** cognitive abilities are brain-based skills we need to carry out any task from the simplest to the most complex. They have more to do with the mechanisms of how we learn, remember, problem-solve, and pay attention, rather than with any actual knowledge.
2. **Television:** it is a system for transmitting visual images and sound that are reproduced on screens, chiefly used to broadcast programs for entertainment, information, and education.
3. **Educational Programme:** educational programme is a programme written and carried by the institutions or ministry of education which determines the learning progress of each subject in all the stages of formal education.
4. **Media:**media is defined as "one of the *means* or channels of general communication in society, as newspapers, radio, television etc.
5. **NTA:** the **Nigerian Television Authority** - also known as **NTA** is a Nigerian government-owned and partly commercial broadcaster that was inaugurated in 1977, at inauguration it had monopoly on television broadcasting in the country.